

Gimbels Fur Storage

Is a guaranteed protection against moths, fire, dust, moisture and theft. All articles taken for storage are thoroughly cleaned by modern compressed air process. Vaults on premises.

Telephone Knickerbocker 5100, Extension 34, or Postal Brings Our Auto
"Furriers Since 1842"

Piano Sale (8th Floor) Piano Store Open Evenings Until 9 P. M.

Gimbel Brothers
32nd ST. - BROADWAY - 33rd ST.

Out-of-Town Patrons

Mail Order Catalogue, Spring Edition, Now Ready.
Sent Free on Request.

All mail orders receive prompt and careful attention. Shop by mail when you cannot call in person. Your orders will be filled by experienced salespeople.

The Great Spring Drive an Easter Opportunity

Gimbels Campaign for 100,000 New Customers Is Providing Savings of 10% to 50% on Present Market Prices

A Sale of Women's Tailormade Suits

that will upon sight create immediate interest with the

woman who has thought it impossible to find quality or style satisfaction except at a higher price.

The Result of An Exceptional Purchase, to Retail at **\$35**

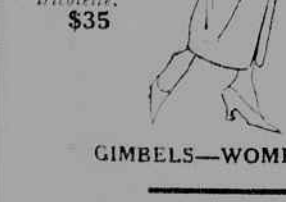
The style variety embraces thirty-five carefully selected models that express the entire spring style-cycle.

Every person, the petite, the tall and slender, the full-figured; those who desire a suit strictly tailored and those who wish it dressy enough for all occasions will all be suited.

The materials are the three favorites: Serge - Tricotine - Poirer Twill.

Linings are Japanese silks and silk peau de cygne.

Navy blue is the predominating color. All women's sizes, including several extra size models.



GIMBELS—WOMEN'S SUIT SALONS—Third Floor

Among the Easter Neckwear

Every day there's something frilly and soft and irresistible that adds itself to the Spring Beauties in the Neckwear Section. Sometimes it's the very latest in Marabou—the sweetest calico pleatings—a lustrous, jewel-like Gilet—a tiny tucked net collar or the daintiest vestee.

And just now you'll find such bargains:

Real Filet Sets, \$1.75.

Real Irish Crochet Stocks that make enchanting small back collars, 75c.

Satin Collars, cowl style, with fringe, 95c.

GIMBELS—NECKWEAR SECTION—Main Floor

Silver-Plated Tableware

AT HALF

Simeon L. and Geo. H. Rogers Co. "Sectional"
Plate: Silver Heaviest Where Wear Comes.

Ten Spoons, \$2.00 dozen	Cream Ladles, 50c each
Table Spoons, \$4.00 dozen	Berry Spoons, 75c each
Orange Spoons, \$2.25 dozen	Sugar Tongs, 1.00 each
Soup Spoons, \$4.00 dozen	Fork Meat Forks, 1.00 each
Medium Forks, solid handle, \$3.00 dozen	Lettuce Forks, 1.00 each
Medium Knives, solid handle, \$3.00 dozen	Baby Spoons, 50c each
Butter Spreaders, \$3.50 dozen	Child's Forks, 50c each
Soup Ladles, 95c each	Child's Knives, 50c each
Gravy Ladles, 60c each	Sugar Spoons, 50c each
Medium Ladles, \$1.60 each	Butter Knives, 50c each

GIMBELS—SILVERWARE SECTION—Main Floor

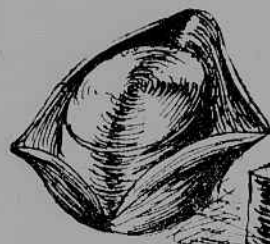
A Sale of Hand-Blocked Untrimmed Hats

of Fine Lisere, on Distinctive, Uncommon Lines of Paris Inspiration

\$3.50

Qualities That Are Ordinarily a Great Deal Higher-Priced

Big picturesque hats with handsome sweeping lines that suggest the correct trimming. Big mushroom shapes with their youthful air. The new short back and front pokes. New irregular-brim hats. Turbans of charming arrangement. Smartly dignified tricorones. Mainly in the most desirable black.



Trimmed without charge when materials are also purchased at Gimbels.

GIMBELS—MILLINERY SALONS—Third Floor.

Women's 8-Button Silk Gloves

Specially Priced at **\$1.19 pair**

Fashioned of heavy quality milanese silk, which is so graceful and also well fitting. Ideal glove to be worn with the fashionable bell sleeve. Shown in black and white.

Women's 1-Clasp Washable Cape Gloves at \$1.19 pair

Pearl white only. Washable capes are very popular as they wash so easily and always look well. Heavily embroidered with two-tone black stitching.

GIMBELS—GLOVE SECTION—Main Floor

Women's Fine Imported Shamrock Handkerchiefs, Box of 6 at 98c

With hand embroidered designs and initials. Exceptional values.

Women's Embroidered Handkerchiefs 15c Each

White and colored. Made of very sheer fine quality, with lovely patterns.

GIMBELS—HANDKERCHIEF SECTION—Main Floor.

Women's Spring Footwear

Oxfords and Colonial Pumps—Smart looking footwear, trimly made. Only fine materials employed. An interesting showing of footwear styles popular this Spring.

Prices Especially Low

At \$10 and \$11—Oxfords

in black and brown satin and in black kid. Strictly hand turned soles, extremely high arches. Louis heels.

At \$8.75 & \$9.50—Colonial Pumps of black satin, black and brown suede and patent colt. Strap across instep to secure buckle.

At \$9.75—Oxfords

of domino calf and of mahogany Russian calf. Wonderfully comfortable for walking; welled soles, leather heels.

Women's Spats, \$1.90 and \$3.50

Well-known advertised brands of well-fitting, fine-looking spats. Made the better way, with buckle underneath the shoe.

Colors: Pearl, dark grey, tan, brown, white, At \$1.90

In Silk Serge—tan and light grey. Also in black Satin. At \$3.50

GIMBELS—SHOE SHOP—Second Floor.

5000 Yards, All-Wool Serge 42 inches Wide

COLORS (Tan, Taupe, Silver Grey, Dark Brown, Plum, Burgundy, Dark Green, Navy Blue (medium and dark). Also Black.

\$1.55 yd.

American-made, with a fine French Twill. A firm weave and smooth finish that denotes the famous Gimbel Standard.

A special purchase for this great Spring Drive for 100,000 new customers.

GIMBELS—DRESS GOODS SECTION—Second Floor

Domestic Cabinet Sewing Machines, \$49.50

GIMBELS—SEWING MACHINE SECTION—Fifth Floor

The New Choker Fur Scarfs; The New Fur Stoles and Capelets

Special Savings Arranged for Tomorrow

We have selected from our fine stocks of Spring and Summer furs particularly desirable fashions for the smartest Easter costumes—and marked them at prices specially advantageous for an "April Drive" Offering.

These are samples:

Kit Fox Choker Scarfs

Single mounted skin styles, in point brown or grey color; with head, paws and full tail.

\$27.50

Taupe Wolf Scarfs

Of soft, selected skins in large open animal style, with head, tail and paws. Finely silk lined.

\$39.50

Stone Marten Choker Scarfs

Single skin style, selected; with head, tail and paws.

\$39.50

GIMBELS—FUR SALONS—Third Floor

Hudson Bay Sable Choker Scarfs

Two-skin scarfs of selected quality and rich marking; with head, tail and paws.

\$115

Grey Squirrel Capelets

Of selected, carefully matched skins in a charming capelet for individual arrangement.

\$35

Hudson Seal Stoles

With shaped back and sides coming to below the waistline, finishing in deep pockets. Silk lined throughout.

\$55



Kolinsky Choker Scarfs

Two-skin style, very smartly arranged; of selected skins, head, tail and paws trimmed.

\$32.50

(Illustrated above)



Gimbel Baby Shop

Necessities of every kind—luxuries of every kind—prices to suit every purse—all arranged with the tender care of those who love and understand their Majesties—the Littlest Babies.

Infants' Slips, 75c to \$1.95
Infants' Dresses, lace and embroidery trimmed, \$1.95 to \$11.50

Infants' Christening Sets (dress and skirt), \$7.90 to \$19.45

Nainsook Skirts and Gertrudes, 75c to \$1.95

Worsted Sacques and Sweaters, \$1.00 to \$2.95

Shirts, Bands and Binders in all qualities, 35c to \$1.95

Worsted Booties, 55c to \$1.50

Flannel Skirts, Gertrudes and Barrows, \$1.00 to \$4.95

Flannelette Wrappers and Gowns, 55c to \$1.50

Cashmere Crepella or Silk Sacques, Wrappers or Hood Shawls, \$1.00 to \$12.75

Infants' Capes of Cashmere, \$4.50 to \$7.50

Infants' Coats of Cashmere, Crepella and Crepe de Chine, \$7.50 to \$31.50

Infants' Lingerie Caps, 55c to \$4.00

Quilts of Silk or Satin, \$2.95 to \$8.50

Pique or Lingerie Carriage Cover, \$1.25 to \$5.50

Pillow Covers, 55c to \$1.95

Crib Sheets and Pillow Slips, 40c to \$1.25

Receiving and Crib Blankets, \$1.00 to \$3.95

Also a Complete Line of Babies' Wicker Furniture, Infants' Accessories, such as Pads, Rubber Sheets and Bibs, and all kinds of Easter Novelties for Tiny Tots.

GIMBELS—BABY SHOP—Second Floor.



An Extraordinary Purchase of Wrap-Coats of Silvertone Velour and of Serge

Will Be Placed on Sale Tomorrow at the

Full Price-Advantage of the Purchase

The Wrap-Coat of Silvertone Velour

in twine color or "blue devil" blue is fashioned on the modish lines of illustration (A).

Lined throughout with smartly-patterned silk peau de cygne.

The Sale-Price **\$35.00**

The Wrap-Coat of Serge

in a deep rich tan is in a charming all-ruffle fashion—as illustration (B)—the graceful collar forming the topmost ruffle and continuing into a fichu and tie around sash.

Lined throughout with silk peau de cygne.

The Sale Price **\$42.50**

GIMBELS—WOMEN'S COAT SALONS—Third Floor

Monday's "April Drive" Offering

Misses' Engagingly Smart Silk Dresses

Marked for Tomorrow Only This 'Way Below Regular Price

\$25

Soft Chiffon Taffetas

Clinging Satins

Taffeta and Georgette

Crepe Combinations

Every model is a "jeune fille" version of the newest, latest fashion.

There are distended pocket styles and pan-pier pocket models with little cuff - finished basque or straight - line bodices.

Dresses that button up the back. Charming bolero bodice styles with embroidered - gilet underbodice. Tunic styles combining taffeta and georgette crepe.

Dresses with picot-edged fluted ruffles at peg-top pockets, mandarin sleeves and slenderized hem.

And still other styles.

Navy blue—poilu blue—black—walnut, brown.

Misses' Sizes.

GIMBELS—MISSES' FASHION SALONS—Third Floor

Household Linens

Specially Priced

Pure Irish Linen Double Satin Damask Table Cloths, with Napkins to match, in a wide range of round and square designs:

72x72 in. Special \$6.75 ea.

72x90 in. Special \$8.50 ea.

72x108 in. Special \$10.00 ea.

81x81 in. Special \$8.75 ea.

Napkins to match, 22x22 in., \$8.75 a doz.

100 Dozen Irish Linen Satin Damask Napkins, extra heavy and very durable, 18x22 in.

Special \$5.75 a doz.

Pure Irish Linen Cream Damask, specially adapted for Hotels, Restaurants, Clubs or Boarding Houses, 70 in. wide.

Special \$1.50 a yd.

Irish Linen Hemstitched Huck Towels, full bleached, very soft and absorbent, 18x36.

Special \$6.75 a doz.

150 Dozen Big Turkish Towels, full bleached and very absorbent. Size 23x42 in. Sold in 14 dozen lots. Special 6 for \$1.50.

Imported Irish Tea, Glass and Pantry Towels, with name "Glass" or "Pantry Cloth" woven in the border in red or blue. 22x28 in.

Special \$4.50 a doz.

250 Dozen Hemstitched Huck Towels, linen finish; neat corded borders. 18x36 in.

Special \$3.00 a doz.

150 Dozen Irish Linen Hemmed Huck Towels, extra heavy and very durable. 18x36 in.

Special \$6.50 a doz.

Ramie Weave Dress Linen in Oyster, Ivory and Plain White. This is the correct weight and weave for Costumes, Skirts, Auto Dusters, etc. 45 in. wide.

Special 89c a yd.

GIMBELS—LINEN SECTION—Second Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways